

melt down

Survey Findings from Virginia May 2009 - May 2011

Presented By:

Danny Saggese - Virginia Foundation for Healthy Youth

Judy Hou - YST

Jeff Jordan, MA - rescuescg⁺



melt
down

About Y St.

- Launched in 2004
- Over 6,000 high school youth trained
- 2011 CTFK Group Youth Advocate of the Year
- Past Campaigns:



The Meltdown Campaign

Objective:

Assess public opinion if the **packaging, flavoring, and marketing** of the new dissolvable smokeless and spitless tobacco products **appeals more to youth than adults.**



www.MeltdownVA.com

melt
down

Data Collection

- Dual purpose: Assessment & Education
- Convenience Sample
- Approach: Avoid social desirability and prompting bias
- Survey was about new products.
- Tobacco was not mentioned until survey completed

The Meltdown Survey

melt
down



What product do you think is in this package?

WOULD YOU TRY IT? ☐ ☐

WOULD YOUR FRIENDS TRY IT? ☐ ☐

What product do you think is in this package?

WOULD YOU TRY IT? ☐ ☐

WOULD YOUR FRIENDS TRY IT? ☐ ☐





What product do you think is in this package?

WOULD YOU TRY IT? ☐ ☐

WOULD YOUR FRIENDS TRY IT? ☐ ☐

What product do you think is in this package?

WOULD YOU TRY IT? ☐ ☐

WOULD YOUR FRIENDS TRY IT? ☐ ☐





What product do you think is in this package?

WOULD YOU TRY IT? ☐ ☐

WOULD YOUR FRIENDS TRY IT? ☐ ☐

What product do you think is in this package?

WOULD YOU TRY IT? ☐ ☐

WOULD YOUR FRIENDS TRY IT? ☐ ☐



BASED ON THE FLAVORING WHAT PRODUCT DO YOU THINK IT IS? AND DOES THIS FLAVOR SEEM LIKE SOMETHING YOU WOULD TRY? WRITE DOWN YOUR ANSWERS FOR EACH FLAVOR.

"FROST"	What product do you think this is? _____	<p>WOULD YOU TRY IT? <input type="checkbox"/> <input type="checkbox"/></p> <p>WOULD YOUR FRIENDS TRY IT? <input type="checkbox"/> <input type="checkbox"/></p>
"WINTER GREEN"	What product do you think this is? _____	<p>WOULD YOU TRY IT? <input type="checkbox"/> <input type="checkbox"/></p> <p>WOULD YOUR FRIENDS TRY IT? <input type="checkbox"/> <input type="checkbox"/></p>
"JAVA"	What product do you think this is? _____	<p>WOULD YOU TRY IT? <input type="checkbox"/> <input type="checkbox"/></p> <p>WOULD YOUR FRIENDS TRY IT? <input type="checkbox"/> <input type="checkbox"/></p>
"COOL MINT"	What product do you think this is? _____	<p>WOULD YOU TRY IT? <input type="checkbox"/> <input type="checkbox"/></p> <p>WOULD YOUR FRIENDS TRY IT? <input type="checkbox"/> <input type="checkbox"/></p>

DO YOU THINK YOU WILL SMOKE AT LEAST ONE CIGARETTE IN THE NEXT YEAR? ☐ ☐

DO YOU THINK YOU WILL USE ANY TYPE OF TOBACCO IN THE NEXT YEAR? ☐ ☐

TODAY'S DATE _____

Birth YEAR _____

Your INITIALS _____

ZIP CODE _____

GENDER ☐ ☐

ARE YOU A PARENT? ☐ ☐ If yes, do you have a child under 18 years old? ☐ ☐

DO YOU USE ANY TOBACCO PRODUCTS? ☐ ☐

If yes, what tobacco products do you use? Check all that apply:

☐ CIGARETTES ☐ CIGARS ☐ CHEW/DIP

☐ OTHER: _____

INTERNAL NOTES

melt
down

Data Collection

Y St. members surveyed
8,150 Virginians
in **210 communities**
across the state.

Full Sample - Major Finding 1

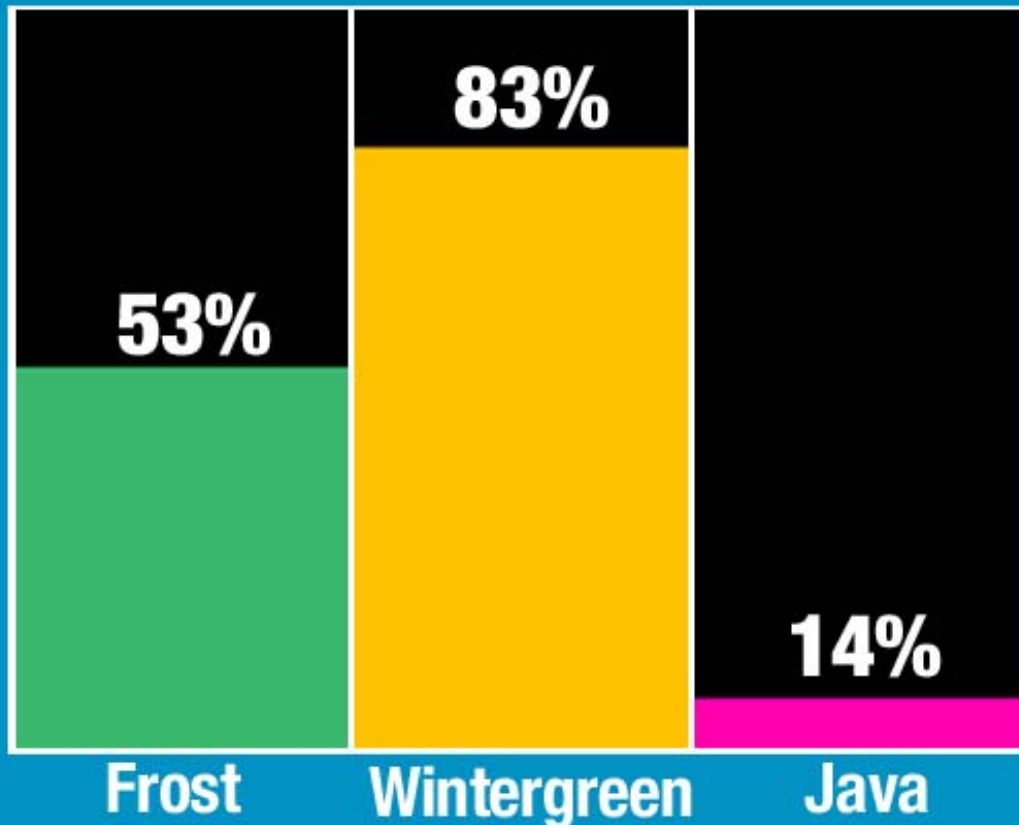
Respondents who associated the **packages of dissolvable tobacco products** below with candy, mints, or gum.



melt
down

Full Sample - Major Finding 2

Respondents who associated the **flavors of dissolvable tobacco products** below with candy, mints, or gum.

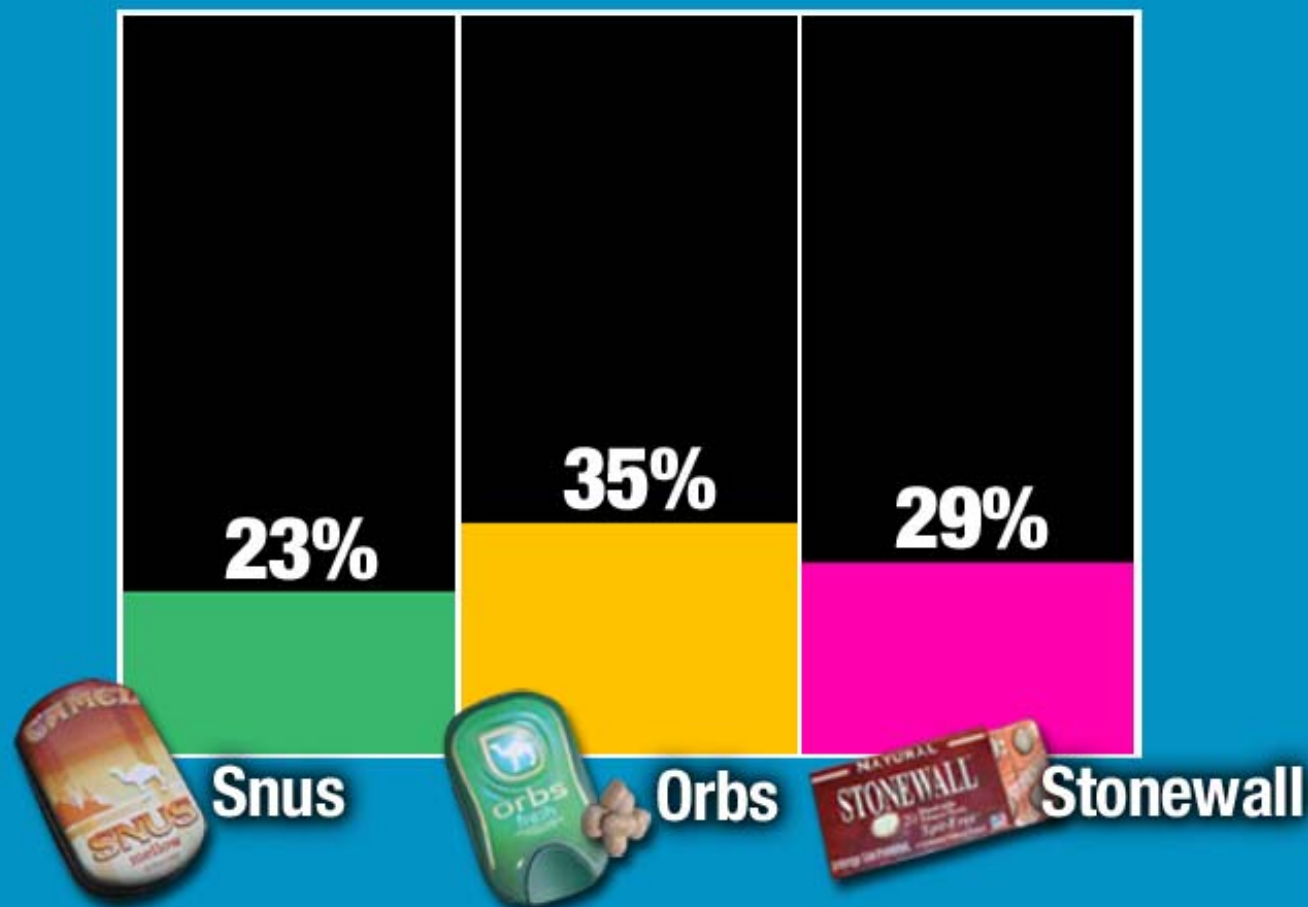


64% of respondents believed that Java flavor is associated with beverages such as coffee.



Under 18 - Major Finding 1

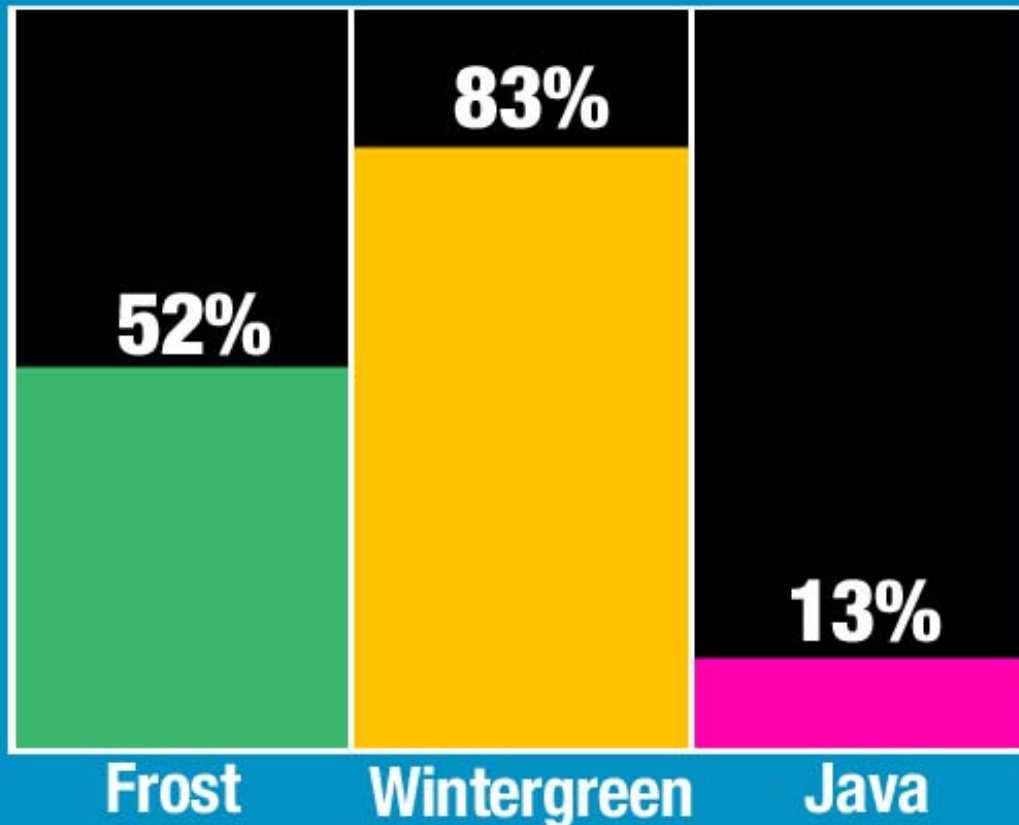
Respondents who associated the **packages of dissolvable tobacco products** below with candy, mints, or gum.



melt
down

Under 18 - Major Finding 2

Respondents who associated the **flavors of dissolvable tobacco products** below with candy, mints, or gum.



64% of respondents believed that Java flavor is associated with beverages such as coffee.



Under 18 - Major Finding 3

Packaging perception: **TRY** Products

Would YOU try it? **YES**

Would YOUR FRIENDS try it? **YES**



Under 18
Under 18, non-tobacco user

melt
down

Under 18 - Major Finding 4

Packaging perception: **TRY** Products

Would YOU try it? **YES**

Would YOUR FRIENDS try it? **YES**



Under 18
Under 18, non-tobacco user

melt
down

Under 18 - Major Finding 5

Packaging perception: **TRY** Products

Would YOU try it? **YES**

Would YOUR FRIENDS try it? **YES**

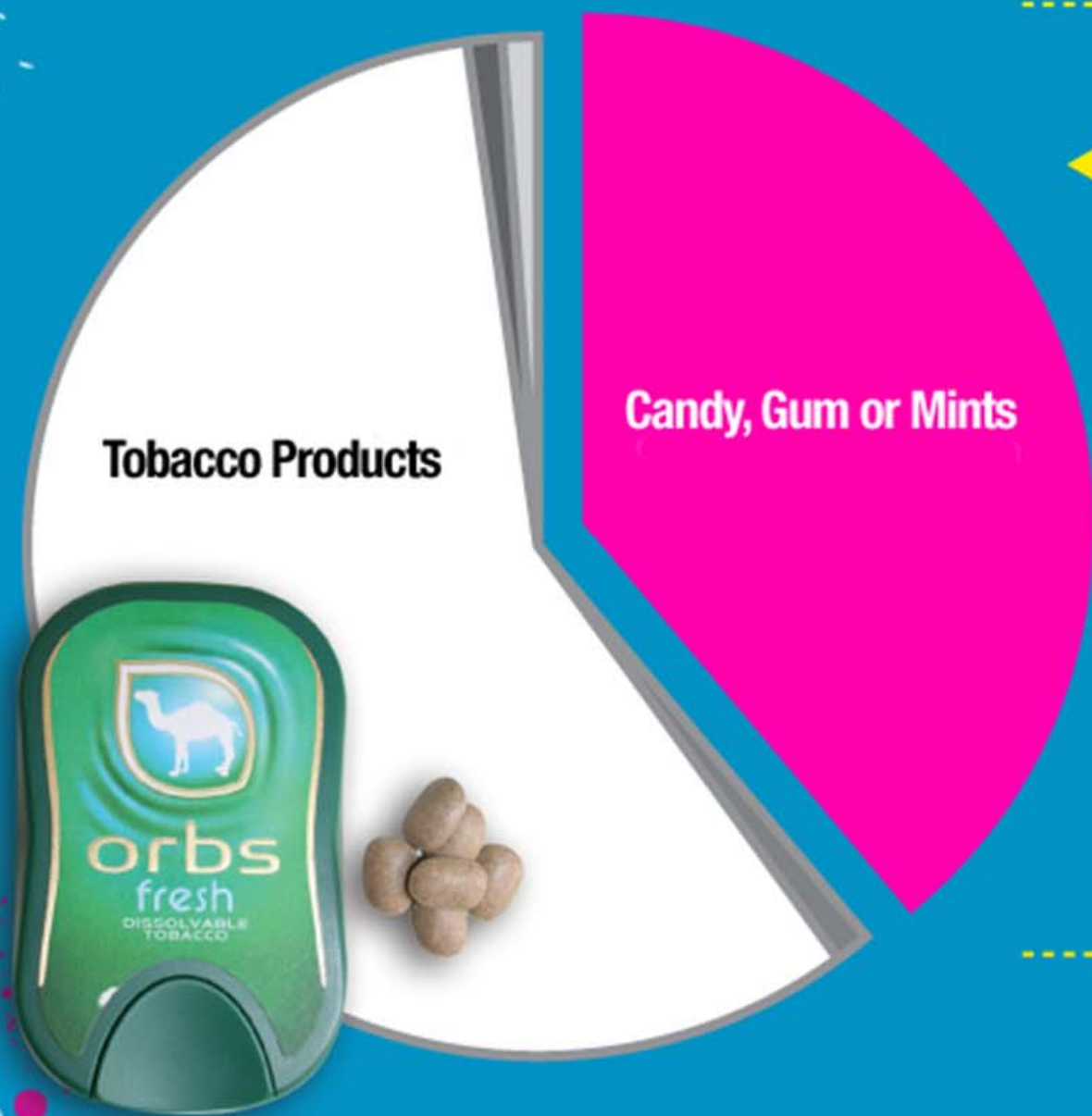


Under 18
Under 18, non-tobacco user

melt
down



melt
down



35%

of teens thought
Camel Orbs were
candy, mints, or
gum based on its
packaging.

**melt
down**

83%

of respondents believed that Wintergreen, a dissolvable tobacco product flavor, was associated with candy, gum or mints.



melt
down

53%

of respondents believed that Frost, a dissolvable tobacco product flavor, was associated with candy, gum or mints.



melt
down

23% of teens said they would try Camel
Fresh Orbs based on its packaging.



**melt
down**

New Mexico Survey Findings

SAMPLE: 5,981 Surveys



39%
of respondents thought
Camel Orbs were
candy, mints, or gum
based on its
packaging.



48% of respondents believed that Frost, a
dissolvable tobacco product flavor, was
associated with candy, gum, or mints.

80% of respondents believed that Wintergreen, a dissolvable tobacco
product flavor, was associated with candy, mints, or gum.



of teens said they
would try Camel
Fresh Orbs based on
its packaging.

melt
down

The public, especially **youth**, associate the flavors and packaging of dissolvable tobacco products with that of **candy, mints, or gum**.



melt
down

Questions?

info@ystreet.org